

Contact: Kristin Bauer

IOWA STATE UNIVERSITY CUSTOM EDUCATION SERVICES INCENTIVE PLAN

Action Requested: Approve a three-year plan proposed by Iowa State University, Ivy College of Business, as detailed in this memorandum and in Attachment A.

Executive Summary: Iowa State University is proposing a three-year Custom Education Services Incentive Plan (CESIP) for all tenured/tenure-track and term faculty in the Ivy College of Business to enable the Ivy College of Business to offer customized seminars, workshops and other educational services to corporate clients. These new programs further the mission of the college by expanding the audience that is able to benefit from the expertise of the business college faculty. This plan was originally a one-year pilot program from January 1, 2023 through December 2023, approved by the Board Office in December 2022.

The CESIP is designed to provide variable pay to the faculty members who develop and deliver custom education programs with the intent to fund using fee-for-service revenues generated by the programs. Continuing education services, defined by the Iowa Board of Regents to include “professional education programs, workshops and other non-credit education” are part of the academic mission of Iowa’s Regent Universities. The Ivy College of Business is particularly well-suited to offer these services to corporate clients because the expertise of the faculty matches the content desired by companies. Offering continuing education supports the mission of Iowa State University and also increases engagement with the business community, an important stakeholder. These programs provide an opportunity to market graduate degree programs, and in the future, custom education programs could be designed to offer credits that count toward professional master’s degree programs.

These programs will increase revenues to the Ivy College of Business to further its teaching, research and outreach missions. The CESIP will allow faculty who are meeting or exceeding expectations in all areas of their position responsibility statement (PRS) the opportunity to earn additional compensation for delivering custom education programs to corporate clients. The CESIP will be a useful tool to make faculty salaries more competitive and improve faculty recruitment and retention.

The CESIP would be active through December 31, 2026, with the following components:

- Payment to faculty members would be subject to funding availability.
- Faculty members will be compensated based on the number of contact hours delivered.
- Annual faculty compensation for these programs will be capped at 20% of the faculty member’s base salary.
- Compensation will be tracked throughout the fiscal year and faculty payment will be processed through the college fiscal officer upon completion of the program or program series (if delivered in multiple sessions).

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Ivy College of Business

Faculty Eligibility: Effective with approval of this plan and subject to an established custom education fee structure for the college, all tenured/tenure-track and term faculty will be eligible based on meeting the entirety of the following criteria:

- The faculty member must complete a minimum of one academic year (AY) of employment in the Ivy College of Business; new faculty members are not eligible until July following the AY in which employment began. The only exception to this would be those faculty members who are specifically hired to teach in the custom education program.
- The faculty member must have an appointment of greater than one year.
- The faculty member must have received a satisfactory rating for all areas of the PRS for the most recent year.

Faculty Selection: The Director of Custom Education and department chair will identify the appropriate faculty member(s) to develop and deliver programs, based on organizational needs, faculty expertise and teaching performance. Every effort will be made to offer the opportunity to be involved in custom education to a diverse array of faculty.

Opportunities will be offered broadly to faculty as follows:

- The department chair will email all faculty in the department (and outside the department as expertise requires) to solicit interest in developing and delivering custom programs.
- Interested faculty would submit a memo to the department chair with evidence of expertise and a proposal to meet the needs of the client.
- The department chair will review the memos of interest with the associate dean for academic programs, the associate dean for academic personnel, and the Director of Custom Education to select the instructor(s) for the custom program.

Process for the CESIP:

1. Approval and continuation of this program is at the discretion of the Office of the Senior Vice President and Provost.
2. Every year each department chair will submit to the Dean a list of all faculty members who meet the eligibility criteria listed above. A list of all individuals who are approved by the Dean will be submitted to the Associate Provost for Faculty by January 15 each year for participation in the rest of the calendar year.
3. The Dean will also submit a report that summarizes the programs that have been offered, the companies that have been served, and the faculty that have been involved in the program so far.
4. The length of time for which a faculty member can be awarded CESIP is one year, renewable. CESIP increments may be renewed pending the outcome of annual performance reviews, department chair recommendation and dean approval. The January 15 request submitted by the dean should list all faculty members whose CESIP participation is not being renewed for the rest of the calendar year.
5. Payment of the faculty member's agreed-upon professional service fee for the program will be initiated through the college fiscal officer upon completion of the program or program series. Payments are made through the one-time payment process.